



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | Case Study



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Leading for Engagement

Case Study—Global Technology Manufacturer

Background

A large, highly respected global technology manufacturer changed its strategy to remain competitive in its market segment and financially viable as an ongoing entity. The new strategy fundamentally repositioned the company from commoditized offerings to value-added services and high margin products.

Challenge

After two years, major functional groups in the company had yet to adopt the new philosophy or implement enabling strategies. People were also highly skeptical about the new strategy succeeding. Finally, implementation would require substantial effort throughout the company with significant change in the following functions:

- Product development needed to completely revamp their R&D focus
- Manufacturing had to retool much of their production operations
- Sales needed to redefine the sales process and target audience

Approach

The company embarked on a comprehensive, structured process working with intact teams to create implementation plans and actions. The process, supported by training and consulting, was cascaded down through the organization with the following objectives:

- Align all efforts in the organization around the achievement of the new strategy
- Engage each group and individual in a process to create ownership around goals and objectives need to successfully implement the strategy
- Develop capacity for change within the workforce to facilitate the transition from old to new ways of doing business

Results

As a result of this process the company achieved significantly improved and sustained business results as well as higher levels of employee engagement. Specific results include:

- A 22.6% increase in Q4 revenue over the prior year
- Gross margin improved to 61.4 %, up from 54.7 % in the prior year
- Developed and launched over 150 new products supporting the new model
- Significant measurable increases in commitment/action to the new strategy
- Measurable increases in virtually every dimension of engagement





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About LSA Global

Since 1995, LSA has helped organizations create and maintain competitive advantages through people. Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to experts across many areas

Our Leadership and Management clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.

Our Sales clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our Project Management clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.



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